Claims

[c1]	1. A method of organizing and displaying a plurality of hyperlink addresses
	associated with a plurality of corresponding web site pages on a portal page
	comprising the steps of:

providing a visual representation of a map having a plurality of active areas thereon, said active areas representing individual hyperlinks or a plurality of hyperlinks having a common theme; and modifying said map to provide information regarding said common theme when a cursor is placed over one of said active areas.

- [c2] 2. The method of claim 1 further comprising the step of:

 grouping said active areas such that active areas related by a common concept are placed on said map in close proximity to each other
- [c3] 3. The method of claim 1 wherein said active areas are shown as representations of buildings on said map.
- [c4] 4. The method of claim 3 further comprising the steps of : displaying the interior of a building when said active area represented by said building is selected; and displaying said plurality of hyperlinks having a common theme on the interior of said building.
- [c5] 5. The method of claim 1 further comprising the step of:

 displaying a button which, when selected by a user, will re-display said

 map, without regard to where said user has navigated.
- [c6] 6. The method of claim 1 further comprising the step of: displaying a navigation bar having a plurality of buttons corresponding to said plurality of active areas on said map.
- [c7] 7. The method of claim 1 further comprising the step of:
 temporarily displaying static images at random locations on said map.
- [c8]
 8. The method of claim 7 wherein said images contain hyperlinks to web

[c17]

pages.

[c9]	9. The method of claim 1 further comprising the step of: temporarily displaying images which appear to move across said map.
[c10]	10. The method of claim 9 wherein said images contain hyperlinks to web pages.
[c11]	11. The method of claim 1 wherein said plurality of web site pages associated with said plurality of hyperlink addresses are culturally localized.
[c12]	12. The method of claim 11 further comprising the step of customizing said visual representation to provide a cultural theme, said cultural theme being associated with said plurality of culturally localized web site pages.
[c13]	13. The method of claim 12 further comprising the step of providing a link which, when activated, displays a listing of one or more other portal pages, each of which has a visual representation customized for a different culture
[c14]	 14. A user interface for organizing and displaying a plurality of hyperlink addresses associated with a plurality of corresponding web site pages comprising: a visual representation of a map having a plurality of active areas thereon, said active areas representing individual hyperlinks or a plurality of hyperlinks having a common theme, wherein said map is modified to provide information regarding said common theme when a cursor is placed over one of said active areas.
[c15]	15. The user interface of claim 14 wherein said active areas related by a common concept are placed on said map in close proximity to each other.
[c16]	16. The user interface of claim 14 wherein said map represents a village and further wherein said active areas are shown as representations of buildings

17. The user interface of claim 16 further comprising a display of the interior

and other common structures typically found in a village.

[c18]

[c19]

[c20]

[c21]

[c22]

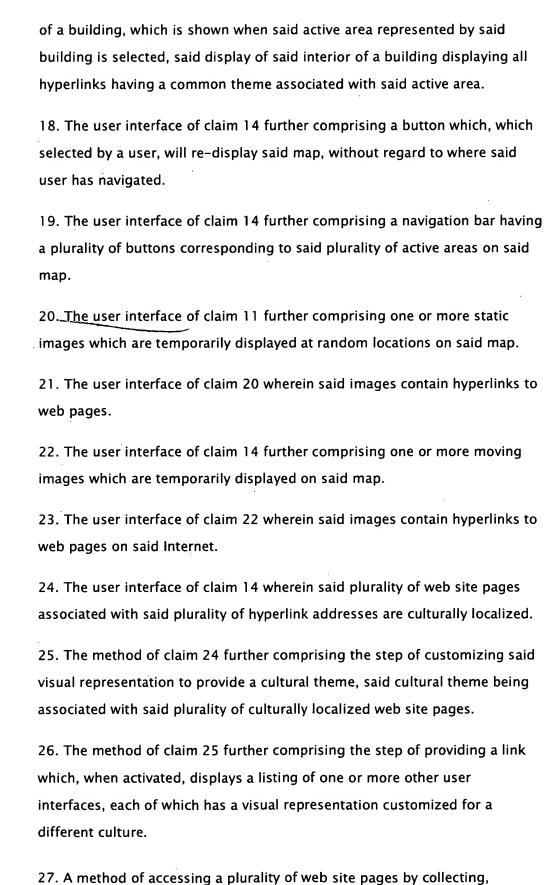
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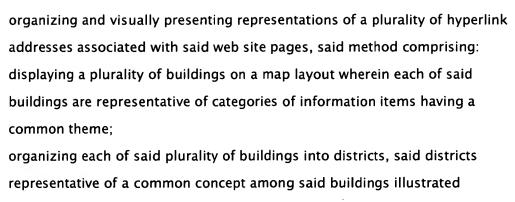
[c24]

[c25]

[c26]

[c27] -

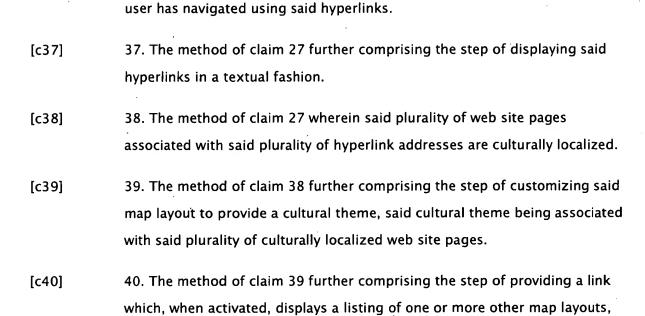




therein.

28. The method of claim 27 further comprising the step of:

- [c28] 28. The method of claim 27 further comprising the step of:
 modifying the appearance of said buildings when a cursor is place
 thereover.
- [c29] 29. The method of claim 27 wherein said modifying step comprises displaying information relating to said common theme.
- [c30] 30. The method of claim 27 wherein said buildings represent a plurality of commercial or retail establishments.
- [c31] 31. The method of claim 27 further comprising the step of displaying a navigation bar.
- [c32] 32. The method of claim 31 wherein said navigation bar dynamically changes based on the position and/or interaction of a cursor with respect to said districts.
- [c33] 33. The method of claim 27 further comprising the step of temporarily displaying static or moving images at random locations on said map.
- [c34] 34. The method of claim 33 wherein said images display advertisements for said commercial or retail establishments.
- [c35] 35. The method of claim 33 wherein said images contain hyperlinks to said commercial and retail establishments.
- [c36]
 36. The method of claim 27 further comprising the step of providing a



each of which is customized for a different culture.

means for a user to return to said map display, without regard to where said